

ORDER



Orders
Order / Rev: 713104
Alt Order #:
Product Desc: Flight 10/16-10/22, 2012
Estimate:
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/04/12 / 10/04/12
Order Type: Political

KPNX

Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Kirkpatrick for Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	40	\$25,880.00	\$21,998.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$25,880.00	\$21,998.00	0.00
Totals	40	\$25,880.00	\$21,998.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/17/12	10/17/12	M-F 530-6a 12 News Today	CM	530-6a	-- 1----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- 1----		1				\$165.00		0.00			
2	KPNX	10/22/12	10/22/12	M-F 530-6a 12 News Today	CM	530-6a	1-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$165.00		0.00			
3	KPNX	10/19/12	10/19/12	M-F 6-7a 12 News Today	CM	6-7a	---- 1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---- 1--		1				\$400.00		0.00			
4	KPNX	10/16/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	- 1111--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111--		4				\$550.00		0.00			
5	KPNX	10/22/12	10/22/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$550.00		0.00			
6	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show	CM	Saturday Today	----- 1-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show	CM	Saturday Today	-----1-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1			\$200.00			0.00			
7	KPNX	10/16/12	10/18/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	-1-1---	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-1---		2			\$350.00			0.00			
8	KPNX	10/19/12	10/19/12	M-F 10-11a Kelly	CM	10-11a	----1--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1			\$225.00			0.00			
9	KPNX	10/22/12	10/22/12	M-F 11a-12p Today Show III	CM	11a-12p	1-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1			\$175.00			0.00			
10	KPNX	10/17/12	10/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--1----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1			\$175.00			0.00			
11	KPNX	10/16/12	10/16/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	-1-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1			\$175.00			0.00			
12	KPNX	10/17/12	10/19/12	M-F 3-4p Ellen	CM	3-4p	--111--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--111--		3			\$375.00			0.00			
13	KPNX	10/22/12	10/22/12	M-F 3-4p Ellen	CM	3-4p	1-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1			\$375.00			0.00			
14	KPNX	10/16/12	10/18/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1-1---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-1---		2			\$400.00			0.00			
15	KPNX	10/22/12	10/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1			\$400.00			0.00			
16	KPNX	10/17/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	--1-1--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1-1--		2			\$550.00			0.00			
17	KPNX	10/22/12	10/22/12	M-F 6-630p 12 News 6pm	CM	6-630p	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1			\$550.00			0.00			
18	KPNX	10/17/12	10/19/12	M-F 630-7p Extra	CM	630-7p	--111--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--111--		3			\$600.00			0.00			
19	KPNX	10/19/12	10/19/12	Fri Prime A Whitney/ Community	CM	658-8p	----1--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1			\$1,200.00			0.00			
20	KPNX	10/16/12	10/19/12		CM	10-1035p	-1111--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				M-F 10p News											
				M-F 10pm News											
				p2 per mike											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- 1111 - -	4		\$1,400.00		0.00						
21	KPNX	10/22/12	10/22/12	M-F 10p News	CM	10-1035p	1 - - - - -	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00	
				M-F 10pm News											
				p2 per mike											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	1 - - - - -	1		\$1,400.00		0.00						
22	KPNX	10/20/12	10/20/12	Sa 10pm News	CM	10-1030p	- - - - - 1 -	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00	
				Sa 10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - 1 -	1		\$1,200.00		0.00						
23	KPNX	10/21/12	10/21/12	Su 10 pm News	CM	10-1035p	- - - - - 1	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00	
				Su 10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - 1	1		\$1,200.00		0.00						
24	KPNX	10/16/12	10/18/12	Tonight Show	CM	1035-1135p	- 1 - 1 - - -	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00	
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- 1 - 1 - - -	2		\$500.00		0.00						
25	KPNX	10/22/12	10/22/12	Tonight Show	CM	1035-1135p	1 - - - - -	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00	
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	1 - - - - -	1		\$500.00		0.00						
26	KPNX	10/16/12	10/16/12	Tue Prime B	CM	8-9p	- T - - - - -	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00	
				Tue Prime B											
				Bought 8-9p Go On/The New Normal. Airing 7-9p Debate, Mike said book as is, when preempted, he will work offer.											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- T - - - - -	1		\$2,500.00		0.00						
*Tax 1 Note: Tax 0.5%.													Totals	40	\$25,880.00

*Tax 1 Note: Tax 0.5%.